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ABSTRACT

This pamphlet is designed to shed new light on opportunities for newspapers to help more people learn to read. For newspapers already involved in literacy education, the pamphlet suggests ways to enhance existing programs. The pamphlet contains information on community awareness, coalition building, workplace tutoring, funding, Newspaper in Education (NIE), English as a Second Language, and National Newspaper Literacy Day. Resources are included for newspaper organizations, national support organizations, instructional organizations, literary resource materials, and literacy funding by major national newspaper organizations. (MS)

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NEWSPAPERS and LITERACY

"...that all may read"

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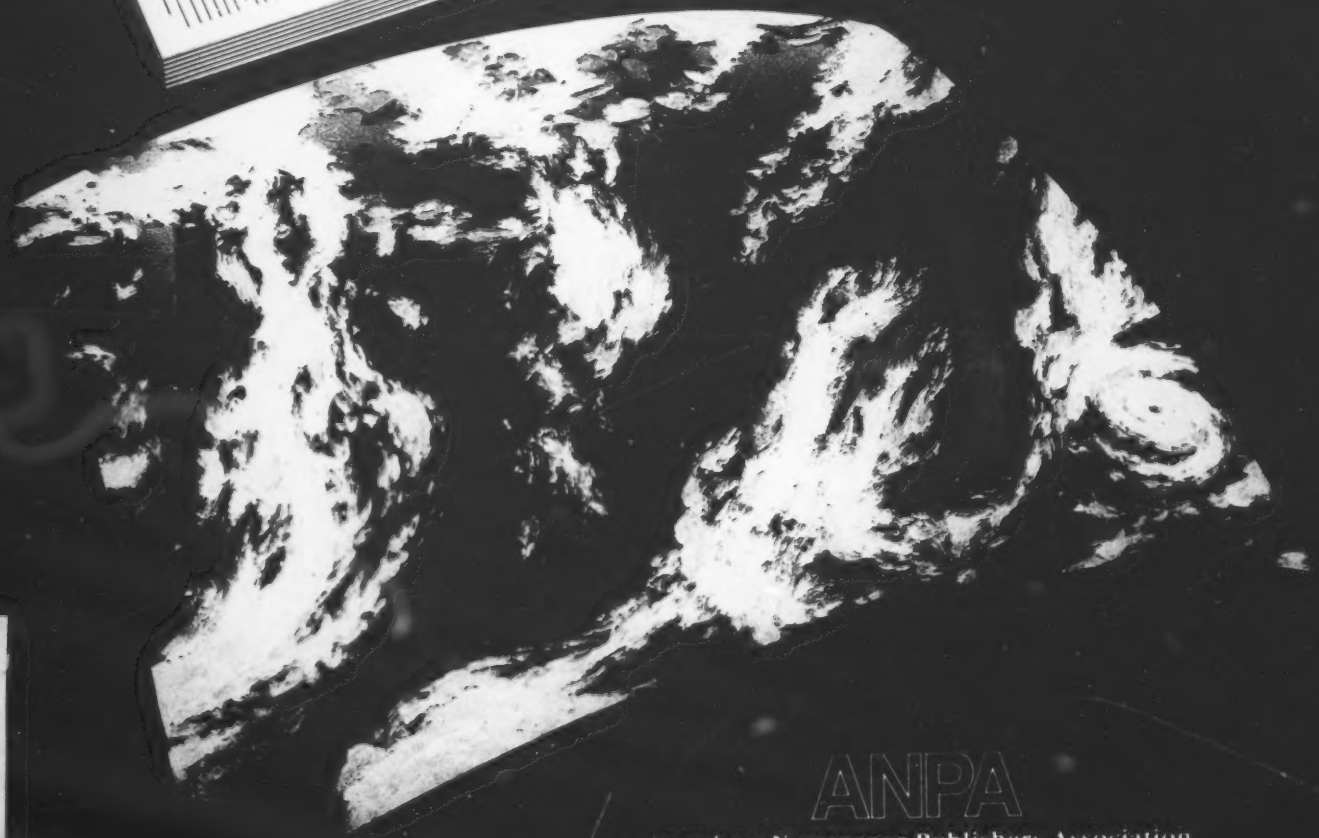

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American Newspaper Publishers Association

NEWSPAPERS
and
LITERACY

"...that all may read"

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BRUCE LINDSAY

Bruce Lindsay is a 45-year-old night supervisor at The Newspaper Center in Reston. He was employed by ANPA October 14, 1986, as maintenance assistant. Recently he told me that he'd been in a literacy class for nearly two years. None of us had known. Every newspaper probably has at least one Bruce Lindsay. Here's his unedited story as he told it to us.

—Carolyn Ebel Chandler
Manager/Literacy Programs
ANPA Foundation

I moved here to Reston about four years ago. I'm originally from North Carolina. I had attended school, but in the ninth grade I quit to go to work. Some things I could read, but a lot of things were pretty hard to understand.

About three years ago, my son died. I remember he always used to tell me, "Dad, you always get good breaks on every job you get. Why don't you go to school, and you could do better; maybe manage a place, or something."

After he died, about four months later I guess, a woman in the grocery store saw me wearing my dinosaur "Read, Avoid Extinction" T-shirt that Mr. Friedheim* gave all of us at the ANPA picnic. She came up and said she was in that business, teaching people to read. I didn't tell her I could hardly read. Then, one Sunday I was watching a football game on TV, and during the game they were showing this thing about reading, about the Literacy Council, and they gave a phone number to call — and I called. And that was it.

There's a nice lady at the Reston Community Center who tutors me. It was every day when I started, but now it's only twice a week. At first, she would come to my home to tutor me. Everything was very private, one on one. She took a lot of time with me; she was very patient. She really found some things in me that I didn't know myself — like knowing that I really could read and write; that I had the ability to do it. I just didn't have the experience to do it. She was pretty rough on me. There were days, she would set out so much homework, and she'd say "I know you gotta work, but this is your homework."

People ask me now how I filled out my job application here at ANPA. I was pretty good with applications. Something I'd run across I didn't know, I wouldn't mess with it. I'd let the people tell me what to put in there, and they never knew I couldn't read very well. I'd just ask what they meant by this here, and they'd tell me.

I use what I've learned a lot: writing my grocery list, writing notes down on the calendar for what I need to do and what's got to be done — things like that. Now I like to read "Jet," "Ebony," "Sports Illustrated." That's what I like: news and sports.

I'm putting together a cookbook. I like to cook and I've had quite a few cooking jobs. I go over to the Community Center and I do things with some of the elderly people over there, like cooking — doing up a lot of pies and such like that. I talk to them about do they know anybody that doesn't know how to read and write very well; would they be interested in getting help. It's worth it. I've sent three people to the Northern Virginia Literacy Council.

At work, I've gotten a promotion and I do my own ordering of supplies now. I'm over all the general cleaning here now. I will be interviewing the people that apply for this job I did have.

And I'm still keeping up with my tutoring. I'll probably go on to get my General Education Diploma, and probably go on to some kind of community college.

I feel pretty good about myself now. I feel real good! It's one of the best things that ever happened to me!

Bruce Lindsay

* Jerry W. Friedheim, president, ANPA and ANPA Foundation

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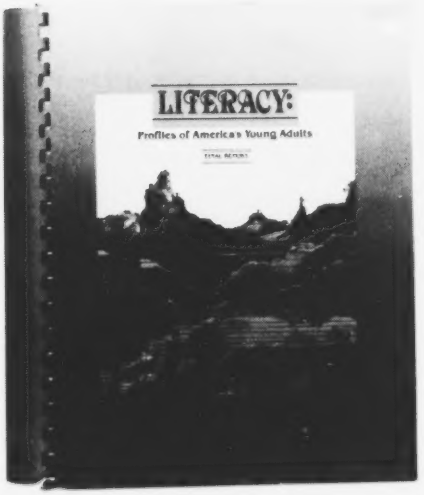
"Newspapers depend on literacy. Our precious freedom of the press has limited meaning for the tens of millions of Americans who lack the basic literacy skills that would give them access to the written word. We must work together for literacy, so that all may read and better share in the world around them."

— Barbara Bush
103rd Annual ANPA Convention
April 26, 1989

Why Newspapers Care

Kenan Trust Family Literacy Project



What Is Literacy?

The ability to communicate, to understand a commonly available body of facts and reach a consensus for policy development and action depends on a literate society. Those who cannot read are unable to participate in the democratic process. They impose a growing social and economic burden on the literate.

Literacy involves more than recognizing the alphabet, sounding out letters and pronouncing words in a sentence. Literacy involves applying meaning gained from the printed page successfully to one's life.

The Business Council for Effective Literacy defines illiterates as "out-of-school adults whose basic skills (reading and writing, simple math, ability to speak English, and oral communications) are non-existent or so poor that they cannot function effectively or at all in everyday tasks." Illiterates, the council says, have trouble reading job notices, filling out applications, writing checks or letters, or reading simple manuals or medicine bottles.

Based on a study by the National Assessment of Educational Progress (NAEP), experts estimate that 23 million American adults are functionally illiterate; these adults probably read at a fourth grade level or below.

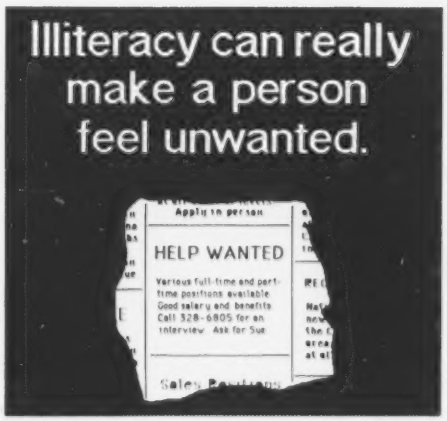
Many put the functional illiteracy level higher. They ask, "Can a person who only reads at a fourth grade level survive in our technologically advanced society?"

The NAEP study, "Literacy: Profiles of America's Young Adults," showed that of Americans aged 21 to 25:

— Only 19 percent can comparative shop in the grocery store.

— Only 20 percent can figure out a bus schedule.

Photo Ty Fell


Illiteracy can really make a person feel unwanted.
Apply in person
HELP WANTED
Various full-time and part-time positions available. Good salary and benefits. Call 328-6805 for an interview. Ask for Sue.

— Some 43 percent cannot use a map accurately.

Until the release of the NAEP report, many assumed that illiteracy was concentrated among the older members of the population and that the society was becoming more literate as a greater percentage of the populace received high school diplomas. We now know that literacy problems among young adults are especially serious.

Personal Costs

The personal costs of illiteracy are devastating. Non-readers cannot read directional signs, restaurant menus or recipes. They cannot look up a phone number or an address or the name of a friend. They cannot follow the progress of their children in school, help them with their homework or read them bedtime stories.

Economic and Business Costs

The personal cost of illiteracy is severe, but the economic and business costs are more apparent:

- Finding a job, and keeping it, is no easy task for illiterates. As a result, their families often rely on social welfare and government unemployment compensation to meet minimum requirements.
- On-site business costs associated with illiteracy include productivity loss due to failure to understand written instructions; inadequate work performance and wasted time to correct mistakes.
- Crime is high among the illiterate population because of economic hardship and lack of self-esteem. It is estimated that 60 percent of all prison inmates are functionally illiterate. Among juvenile offenders the figure is even higher.

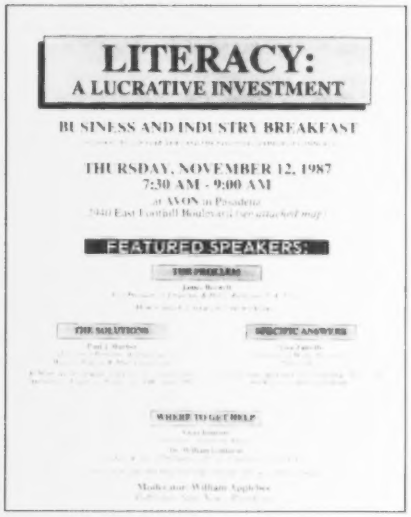
Impact on Newspapers

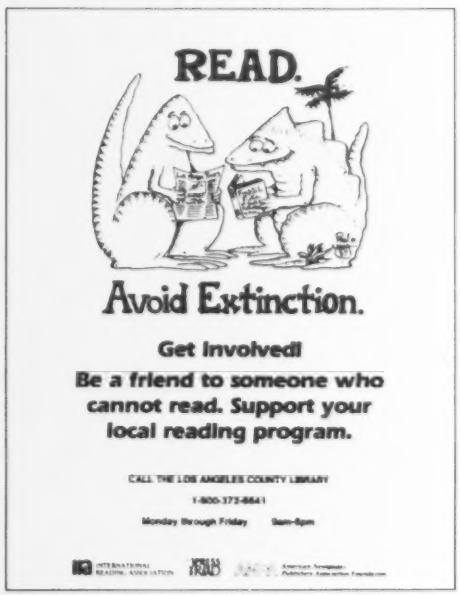
Most newspapers are written for people with at least a junior high school education. When it comes to reading newspapers, some 23 million American adults — or about one in eight — probably can't.

The newspaper industry in particular aspires to a literate society in which virtually all citizens ...

- Can read newspapers.
- Can use the information in the hometown newspaper to participate fully in the community.
- Can help maintain our democracy by participating in local and national affairs.

How Newspapers Are Helping




READ.
Avoid Extinction.
Get Involved!
Be a friend to someone who cannot read. Support your local reading program.
CALL THE LOS ANGELES COUNTY LIBRARY
1-800-373-6641
Monday through Friday 9am-6pm

How to Build the Literacy Level

Newspapers can help to build the level of literacy in any community. This booklet tells how some newspapers already are doing that. ANPA is convinced that more newspapers need to do so.

Newspapers have both business expertise and resources to lend to local literacy efforts. They know the community and have a traditional leadership role within it. Newspapers can motivate public opinion and generate responsible action. Publishers who want to begin a literacy program can follow three steps:

FIRST...Form a Task Force

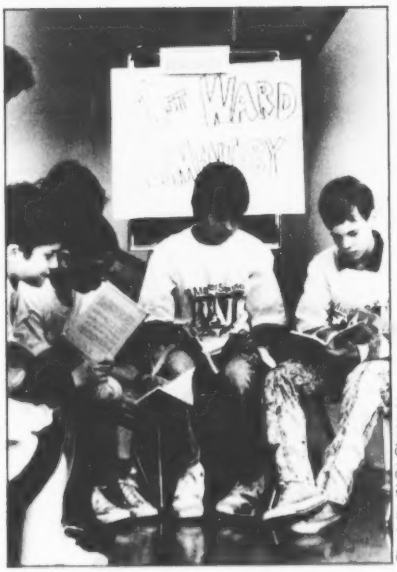
The first step probably is to form a task force within the newspaper. It should include decision-level executives from all departments: publisher, editor, circulation manager and marketing, advertising, employee relations, educational services and community services directors. All can help more people to read. The purpose of the task force is to:

- Create awareness among employees and managers of the newspaper's commitment to the literacy issue.
- Provide opportunities for employees to tutor and to be tutored.
- Act as a guiding force in the company's literacy efforts.

SECOND...Decide the Extent of Initial Literacy Efforts

Decide what resources can be devoted to a literacy program and where to focus initial efforts. You can start within the newspaper through editorials, news articles and ads, and then reach out to the community through special projects involving literacy groups, businesses and volunteers.

Photo: David R. Roscover, The Pueblo Chieftain



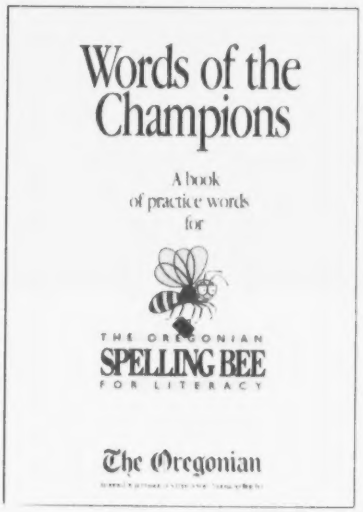
Charlotte (N.C.) Observer

THIRD...Provide a Focus

Focus efforts first on one project. With success, a broader program can follow. This booklet highlights potential activities in these areas:

- Community Awareness
- Coalition Building
- Workplace Tutoring
- Funding
- Easy-Read/Instructional Copy
- Newspaper in Education (NIE)
- English as a Second Language
- National Newspaper Literacy Day

Not every newspaper program is listed here. This booklet illustrates the variety of literacy efforts going on at newspapers and encourages creation of more such programs.



Focusing Community Attention

Most newspapers provide news coverage of national and local literacy activities and carry ads to seek both tutors and pupils.

They publish articles on literacy throughout the newspaper — including editorials, features with experts and with illiterates, in the sports, style and other sections, and through regular news stories about literacy events.

Newspapers also have drawn attention to illiteracy by sponsoring highly visible events, such as readathons in local shopping malls or pro-reading murals painted in downtown locations. Some publishers have challenged the chief executive officers of other local firms to executive spelling bees; in the process, thousands of dollars have been raised for literacy programs.

- The Providence Journal-Bulletin, in an awareness event tied to community reading programs, attracted more than 4,000 people at the largest mall in Rhode Island to watch as members of Cartoonists Across America painted a mural. Three thousand promotional comic books were distributed as well as 500 books authored by local retired cartoonists.The mural now is offered to schools for one week loans and is moved every Monday by a Journal truck. Each school receives literacy T-shirts and comic books to be used as incentives in reading programs.

- Volunteer literacy groups report that many low reading adults want to learn to read better so that they can read the Bible. The second reason most often given is to learn to read the newspaper. The Columbus (Ga.) Ledger-Enquirer and the Columbus Association of Religious Educators (C.A.R.E.) joined forces in support of literacy and created a Literacy Sunday.

- In honor of National Newspaper Literacy Day, September 8, the Fort Lauderdale (Fla.) News/Sun-Sentinel sponsored a buffet breakfast to honor students and tutors of the year. The day's events included a meeting of South Florida literacy groups and receptions honoring extraordinary adult reading students and tutors. Those honored included an 86-year-old woman who learned to read so she could enjoy her Bible.

- The El Paso Herald-Post established a multifaceted literacy program, with each newspaper department setting individual goals for publicizing literacy efforts. The program included readers helping non-readers in a variety of ways:

— A Writers' Hall of Fame.

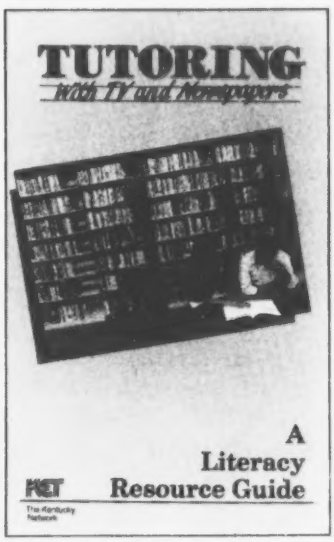
— A 24-hour readathon.

— A daily column on literacy.

Fort Lauderdale (Fla.) News/Sun-Sentinel

El Paso Herald-Post

PLUS
PROJECT LITERACY U.S.



— Community dinners.

— An "Advice on Reading" column for parents.

— "Take 10", promoting 10 minutes for reading every day.

— Students reading to the elderly and the elderly reading to children in day care settings.

Working with Radio and Television

Newspapers in many cities have worked cooperatively with broadcast stations to reach adults who cannot read the newspaper.

In 1986 Capital Cities/ABC joined the Public Broadcasting Service (PBS), National Public Radio and the ABC Radio Network in a massive public service literacy campaign called PLUS (Project Literacy U.S.). The broadcast campaign has lead to extensive national and local radio and television programming on the subject of adult illiteracy and scores of local public service campaigns on ABC and PBS stations.

Examples of local joint efforts:

• The Washington Post sponsored TV announcements of the local literacy hotline number.

• The Detroit News joined two Detroit television stations in a campaign to teach basic reading skills to the estimated 600,000 functionally illiterate adults in southeastern Michigan, developing and publishing the original version of daily newspaper lessons that serve as home-study guides for adult students of the "Learn to Read" TV series.

Similarly, the Bangor (Maine) Daily News sponsored the "Learn to Read" series which is now produced by Kentucky Educational Television. The newspaper continues to publish pretest lessons for adults wishing to gain a General Education Diploma; in 1988, 450 adults participated in its GED newspaper series.

• The Times Daily in Florence, Ala. assisted the community literacy council in obtaining a series of radio and television promotional spots.

Building Community Involvement

Another literacy project to consider is the organizing of a communitywide coalition. Such projects contribute toward the development of community literacy resources and build cooperation among all the various literacy providers. Local businesses are encouraged to participate side-by-side with newspapers.

Get started by identifying and meeting with local literacy providers such as adult basic education teachers, literacy volunteers, senior citizen and service organizations. Discuss community literacy needs with these groups. Target the newspaper's program to these needs.

- The Sacramento Bee, in conjunction with representatives from McClatchy Newspapers, Sacramento Job Corps Center, KVIE-Channel 6, state education agencies and private sector volunteers, established the Sacramento Area Literacy Coalition. The coalition offers training programs for potential tutors and assistance to companies in developing in-house tutoring programs.

- The Scripps Howard Foundation, through the Rocky Mountain News in Denver, provided funds to establish the Colorado Literacy Assistance Center. The Center operates a hot line that refers volunteers and students to literacy programs. Since its inception, more than 12,000 calls have been received. The newspaper sponsored a breakfast for leading business executives in the area. A briefing highlighted the hidden costs of illiteracy and motivated executives to form a literacy coalition.

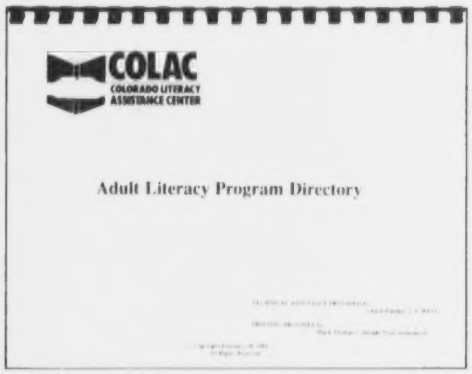
- Lesher Communications and California Delta Newspapers of Walnut Creek won the 1989 Scripps Howard Foundation National Journalism Award for helping to form the Contra Costa Literacy Alliance and instigating a Mayor's Literacy Conference in each of eight cities. The newspaper's program began with publication of a biweekly series of articles highlighting literacy problems and their impact on the community.

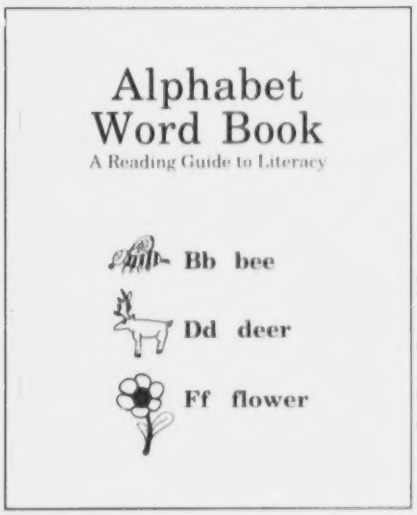
- The Patriot-News in Harrisburg, Pa. proposed to the local school district that students assist non-reading adults. Results included:

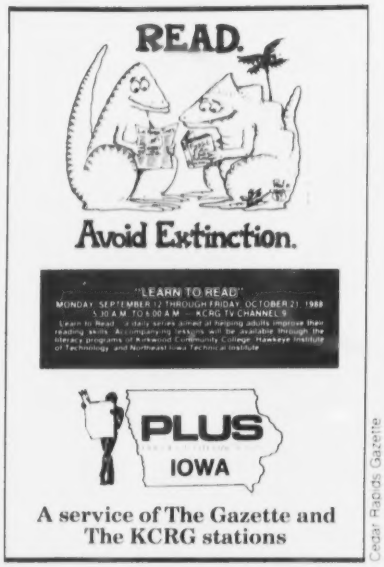
— Creation of a puppet show based on the text "My Mother Can't Read" by an elementary art class which was presented at a shopping mall and at other elementary schools and is on videotape.

— Publication of an Alphabet Word Book with a cassette recording by an elementary library club.

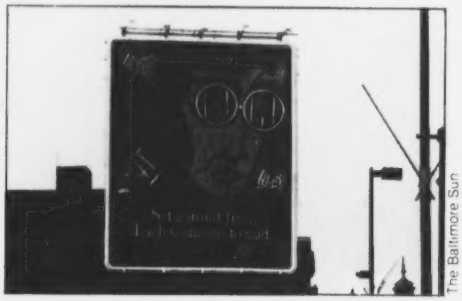
— Bumper stickers and bookmarks promoting literacy, and a flyer listing area agencies to contact for reading assistance.






READ.
Avoid Extinction.
"LEARN TO READ"
MONDAY, SEPTEMBER 12 THROUGH FRIDAY, OCTOBER 21, 1988
5:30 A.M. TO 6:00 A.M. — KCRG TV CHANNEL 9
Learn to Read, a daily series aimed at helping adults improve their reading skills. Accompanying lessons will be available through the literacy programs of Kirkwood Community College, Hawkeye Institute of Technology and Northeast Iowa Technical Institute.
PLUS
IOWA
A service of The Gazette and The KCRG stations

Cedar Rapids Gazette



The Baltimore Sun

Photo: David Rambo

• The Cedar Rapids Gazette joined with three eastern Iowa educational institutions, 166 libraries and a local radio and television station to promote literacy. With the Gazette's assistance, libraries hosted "Family Day at the Library" featuring special reading activities, T-shirt give-aways and sign-up drives for students. The Gazette coordinated a six week series with the local TV station, running lessons that accompanied the "Learn to Read" TV program.

• The Baltimore Sun unveiled a billboard reading "Set a mind free. Teach someone to read." Posters have repeated the message through hundreds of schools and literacy organizations.

Here are some other methods for promoting a literacy coalition:

— Establish a speakers bureau.

— Compile a local literacy directory.

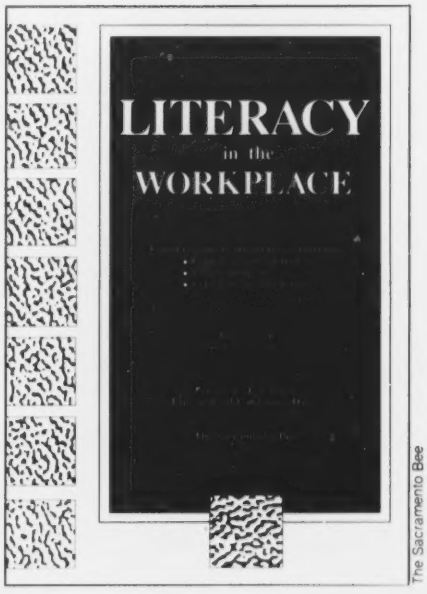
— Serve as a clearinghouse of information on literacy.

— Sponsor a benefit for organizations involved in literacy.

— Create promotion ideas, such as bookmarks, book covers, library cards, posters and T-shirts.

— Provide award certificates of recognition for tutors and students.

— Award a three-month newspaper subscription to every graduate of literacy classes.



The Sacramento Bee

Providing Direct Help at Work

Many newspapers believe that solutions to illiteracy will be found at the local business level. If every business began an assault on illiteracy by assisting its own employees and, eventually their families, to read and to read more skillfully, illiteracy would be greatly reduced.

A workplace literacy program involves the newspaper's own workforce, either as students or as tutors, and often both. Such a program educates low-level readers and/or provides a corps of literacy volunteers from the newspaper's staff. Newspapers usually begin by forming a company-wide task force with representatives from all departments. The task force creates awareness among employees and managers of the newspaper's concern for a literate community.

Overall, about 15 percent of persons in the workforce are functionally illiterate, according to the 1983 Center for Public Resources' Survey of Basic Skills in the U.S. Workforce. Even among professional and managerial workers, 11 percent are functionally illiterate, as are 29-30 percent of semi-skilled and unskilled workers.

Illiterate employees have built protective shells around themselves over the years. Such employees avoid change in order to stay secure. But change is a key to the future of newspapers.

A company-sponsored literacy program can help employees to:

— Understand operation of machinery for safe and efficient maintenance and repair.

— Follow directions more accurately.

— Comprehend memos directing a change in methods to achieve better production.

The Literacy Center, Harlingen, Texas

How to Get Started

Begin a program to educate non-readers at the newspaper and develop a corps of literacy volunteers to assist in the program. The program could provide time for employees to attend class or for them to learn to be tutors.

— Develop a newspaper employee tutoring committee.

— Use tools such as the ANPA Foundation's slide/video tape show "Newspaper Literacy Efforts" to motivate interest.

— Invite public school adult education, Literacy Volunteers of America and other instructional groups to share their programs with the tutoring committee.

— Provide confidential ways for employees needing help to come forward.

Charlotte (N.C.) Observer

— Encourage adult illiterate students to give testimony which will encourage others.

— Encourage employees to become tutors. Invite employees to an introductory meeting to discuss literacy programs and opportunities for volunteering. Be sure to involve the newspaper's personnel department.

— Do high-profile in-house promotion.

— Begin classes. Confidentiality is important at first so provide tutoring assistance away from the newspaper office. Develop a "buddy" system of mutual support among fellow workers. Make use of current, printed job communications for the reading class (memos, signs, posters, newsletters, bulletins, etc.) to show the importance of reading at work.

What some newspapers are doing

• The Providence Journal offers a workplace literacy program for its own employees seeking the General Equivalency Diploma (GED), releasing them for one hour twice a week to attend class. The program uses Kentucky Educational Television videos as well as tutors who are employees of the newspaper.

• The employer literacy program at the Harrisonburg (Va.) Daily News-Record began when a composing room worker decided she needed higher skills in English than she had gained while earning her high school diploma. Upon entering that program today, each employee identifies a specific area for improvement. Assistant to the Editor Ken McNulty reports that all of them want to master the peculiarities of English spelling and grammar.

• Fifty adults are enrolled in a computer-assisted literacy project designed by the Los Angeles Times for its employees, their families and individuals from the surrounding community. The newspaper furnished office space and equipment, including 12 personal computers and an IBM program, PALS (Principles of Alphabet Literacy System), designed for adults who read and write at, or below, the fifth-grade level. Students receive the equivalent of one hour of instruction five days a week for 20 weeks. They often average a two-year grade level improvement in reading ability. The Times Reading Lab has had over 250 "graduates" and two other centers have been established.

Raising the Money

Newspaper companies can play a major role in the community as fund-raisers and as catalysts to encourage other corporations, foundations and individuals to give or generate funds or other resources.

Here's what some newspapers are doing to raise funds for literacy.

- The Houston Chronicle served as catalyst working with city officials and a group of business and civic leaders in setting up the Houston Read Commission. Chronicle President and Publisher Richard J.V. Johnson chaired a committee to raise $1 million in 12 months to provide seed money for the commission. Funding was started by a matching grant of $50,000 each from the Hearst Corp. and the Chronicle. The newspaper and the Houston Area Booksellers Association co-sponsor an annual Book & Authors Dinner to raise additional funds.

- The Morning Call in Allentown, Pa. capitalized on the popularity of golf to raise funds for literacy and co-sponsored, with the Allentown Beverage Co., a Pro-Am golf tournament.

- The Daily Record in Wooster, Ohio sponsors an annual Buckeye Book Fair in conjunction with Wayne County Literacy Week. Last year $63,000 worth of books were autographed and sold, with the proceeds going to libraries and literacy projects.

- The Augusta (Ga.) Chronicle and Augusta Herald sponsored a college basketball game to benefit the Metro Adult Literacy Council.

- The Blade in Toledo encouraged the local library to provide rent free space for a community literacy group, Read for Literacy Inc., and provided a three-year grant. The newspaper aired two video spots starring Randy Travis and Johnny Cash, produced by ANPA Foundation and the American Society of Newspaper Editors. The Blade also sponsors an annual corporate spelling bee, the first of which raised $13,000 for Read for Literacy.

- The Ledger-Enquirer in Columbus, Ga. and the Six Flags over Georgia theme park offered special admission rates to area residents who presented discount coupons. A dollar from each discount ticket sale went to two area literacy groups.

Here are some other suggestions for fund-raising activities:

— Challenge other businesses and media to develop their own fund-raising projects to match or exceed the newspaper's donations.

Photo E. Joseph Deerins, Houston Chronicle

Buckeye Book Fair
The Daily Record, Wooster, Ohio

Photo Jeff Katz

The Daily Record, Wooster, Ohio

Photo Marie Hall

Photo Cathie Rowand, Journal Gazette

— Encourage companies to match employee and/or outside donations.

— Sponsor a book fair in which a local book store donates a percentage of sales to the program.

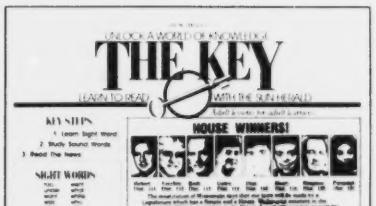
— Sponsor an awareness dinner for local VIPs in business, education or politics. A per-plate charge might be donated to literacy by the newspaper.

— Give a child a book for Christmas or Chanukah. Books can be donated by the community, book store, businesses, school systems, etc.

— Hold a 24-hour readathon where local students gather in a mall to read. Phones can be set up to accept donations.

— Adopt-a-tutor. Local businesses pay for training and additional expenses incurred by either student or tutor.

Ready to Read class,
The Literacy Center, Harlingen, Texas



UNLOCK A WORLD OF KNOWLEDGE

THE KEY

LEARN TO READ WITH THE SUN HERALD

KEY TIPS

1. Learn Sight Word
2. Study Sound Words
3. Read The News

SIGHT WORDS

SOUND WORDS

HOUSE WINNERS!

TAKING

Including Easy-Read Copy and Instructional Lessons Within the Newspaper

"One of the concerns about readership is that people don't spend as much time over the newspaper as they used to. The harder the material is to read, the less they get in their shortened reading times. So, my argument to the newspaper business is ... look inside. Look at the people in your own newsroom. Make sure they know how readability works," Steve Gray, editor, The Monroe (Mich.) Evening News, told the Newspaper Adult Literacy Workshop, August, 1988 in Washington, D.C.

Newspapers are ideal as reading material in literacy programs. Some newspapers have begun to print formal reading lessons in the newspaper. Others have created a weekly page for adult students. Still other newspapers have created a separate curriculum for use in adult education classes, focusing on high interest topics such as fashion, sports, trends, news stories and sometimes including items written by local students.

Here are some examples:

- The Sun Herald in Biloxi, Miss. introduced "The Key," a page designed to be used by a reader with a non-reader. Written on a fourth or fifth grade level, it contains several brief but pertinent news stories selected for high interest content and timeliness. Included are self-tutoring devices and names and telephone numbers of local literacy and adult basic education centers. "The Key" now appears in 16 other newspapers across the U.S.

- The State Times & Morning Advocate in Baton Rouge, La., publishes a weekly half-page feature, "Background," written in a simplified style for low level readers. This feature helps make current events more understandable by providing background information on important current topics. Graphics and format are designed to enhance reader interest. "Background" is syndicated and published in book form and available to other newspapers.

- The Baltimore Sun created two popular tabloids, "Taking the Lead" and "Consumers at Work," which explain in simple language how to perform such basic tasks as opening a bank account and making a personal budget. The tabs help readers understand how the newspaper can help them feel and function like productive members of society.

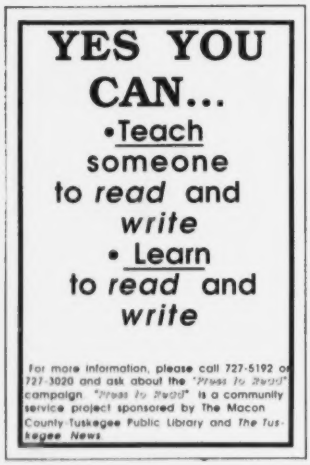
- The Herald & Review in Decatur, Ill. publishes "Read: The News," a monthly newspaper with rewritten news and sports stories geared to new adult readers. The publication is a four-page, pull-out tabloid written at a fourth to ninth grade reading level. It is published in the regular

The Savvy Reader

Questions

Answers

Talking Point


YES YOU CAN...

•Teach someone to *read* and *write*

• Learn to *read* and *write*

For more information, please call 727-5192 or 727-3020 and ask about the "*Press to Read*" campaign. "*Press to Read*" is a community service project sponsored by The Macon County-Tuskegee Public Library and *The Tuskegee News*.

Monday edition and is included in the total market coverage product, which goes to 28,000 non-subscribers. Another 750 copies are distributed to 20 area literacy programs free of charge.

• The Philadelphia Daily News publishes an easy-to-read column, "The Savvy Reader," which presents current high-interest news features and sports stories. For the more advanced reader, the column contains reading comprehension questions that are tied to more extensive coverage elsewhere in the newspaper.

Photo: David R. Roscover, The Pueblo Chieftain

The Newspaper in Education Program

Newspaper copy is timely, has something of interest to everyone and can be written for any reading level. Newspaper In Education staff are specialists in developing newspaper curricula.

For 25 years, the ANPA Foundation has acted as a clearinghouse for ideas in the Newspaper in Education (NIE) program. NIE is a cooperative effort between newspapers and local schools. NIE curriculum materials help teachers use the newspaper as a meaningful resource for student learning. Seven hundred newspapers participate in NIE, providing reduced price copies of their newspapers to thousands of school systems across the country. NIE coordinators, employed by newspapers, train classroom teachers to use the newspaper to teach all subject areas. Many now have extended this training to teachers of adults. A few newspapers even provide free copies to adult education classes.

One NIE adult curriculum provided by ANPA Foundation is "The Newspaper: Your Key to Better Living." Six units focus on specific sections of the newspaper: "Getting Started," "Using the News," "Surprises in the Want Ads," "Jobs! Jobs!," "Stretching Your Reading Skills" and "Supplementary Newspaper Activities." Self-paced lessons are easily adaptable for all students. Sample activities include having students read and understand want ads, creating headlines from photographs and learning to use the newspaper to save money, plan menus and grocery shop. ANPA Foundation also has a new reading program, Family Focus, that encourages literate parents to read newspapers with their children.

Other NIE tools available include:

- "Learn to Read with The Dallas Morning News: A Guide to Teaching Basic Adult Literacy"

The Dallas Morning News produced this teacher's manual for use in adult literacy classes. It starts at the "zero" reading level for adults and uses The Dallas Morning News exclusively as the teaching text.

- "Using Ads To Teach"

The Houston Chronicle developed this curriculum to teach language arts, math, science, social studies through newspaper ads.

- "Read Today"

West Virginia Press Association's literacy program was designed to be printed weekly in newspapers. Individual lessons address the front page, grocery ads, sports, local news, community events, opinion page, notices, classified ads, crossword puzzles, weekend edition and comics.

READ TODAY

LESSON 1 "The Newspaper" A 10 plus program

Letters: wh / abl abt abr abre abric aby abth

Words to know: front page local news classified ads sports birth marriage obituary

1 Look through the paper. Which of the sections you know are in your paper?

2 Locate the weather. Discuss the event.

3 Find the pages that report sports. Discuss one event.

4 Locate the pages which have ads for food. Which stores have ads?

5 Locate the classified pages. What information can you find here?

6 Locate the pages that have birth, marriage and obituary notices. Any names appears in the news?

7 Turn to the front page. What is the name of your newspaper?

8 Find the date at the top of the page. What month is it?

9 Discuss where your newspaper's office is located and when the paper comes out.

10 Which part of the newspaper is your favorite? Why do you like it the best?

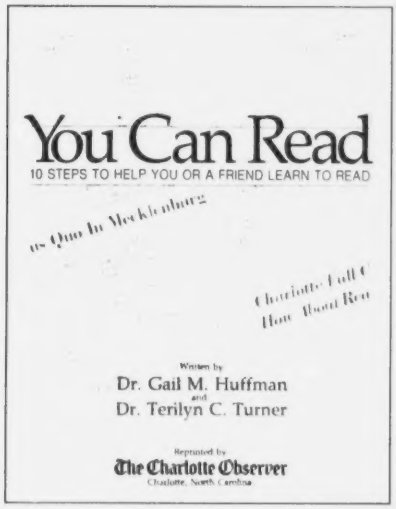
Hints

Read the words in the Letters section that begin each lesson. Ask the reader to repeat the words and think of others beginning with the same letters.

Discuss the Words to know section. Do not worry about reading - just use the words in conversation to prepare the lesson.

The newspaper is such a good way for helping people begin to want to read. Discussion of events is very important so the reader can see the relationship between words in conversation and words in print.

Remember: PRAISE and ENCOURAGE



You Can Read

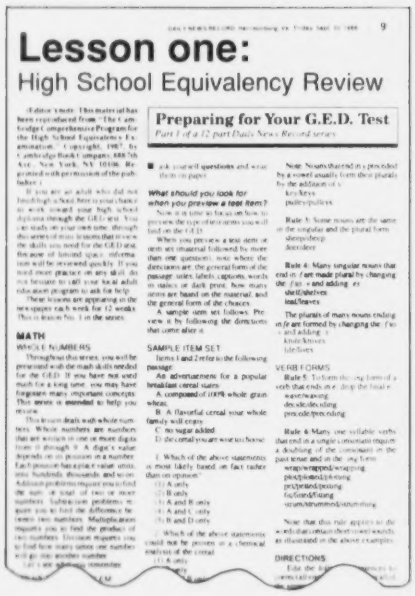
10 STEPS TO HELP YOU OR A FRIEND LEARN TO READ

as Quo In Mecklenburg

Charlotte Full C
How About Rea

Written by
Dr. Gail M. Huffman
and
Dr. Terilyn C. Turner

Reprinted by
The Charlotte Observer
Charlotte, North Carolina



Lesson one:

High School Equivalency Review

Preparing for Your G.E.D. Test

Part 1 of a 12 part Daily News Record series

MATH

WHOLE NUMBERS

SAMPLE ITEM SET

VERB FORMS

DIRECTIONS

- "You Can Read, 10 Steps to Help You or Another Adult Learn to Read."

The Charlotte (N.C.) Observer reported positive results with its series of using the newspaper as curriculum.

- "Read All About It!! Tutor Adults with NIE Daily Newspapers"

Gannett Foundation awarded Literacy Volunteers of America a grant to produce this handbook which teaches volunteer tutors to use the newspaper as an instructional tool.

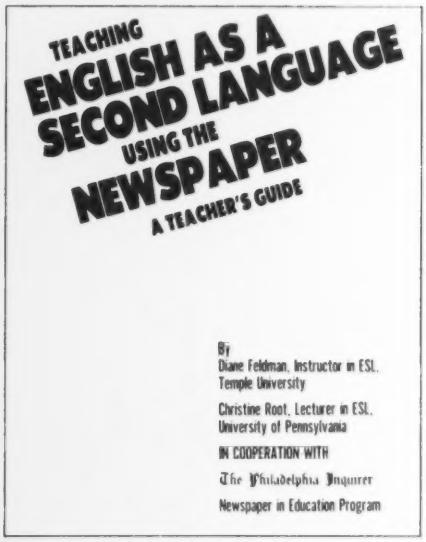


Photo: Mary Lee, The Patriot Ledger

Dealing with English as a Second Language

The U.S. Department of Education estimates that 56 percent of the Hispanic adult population is functionally illiterate in English. Newspapers recognize that learning to read in a second language is different from learning to read in the native language. They are seeking ways of encouraging their English as a second language (ESL) populations to read.

According to Virginia French Allen, ESL specialist and literacy tutor in Boulder, Colo., "Materials designed for native speakers of English are not equally suitable for ESL students with limited vocabulary, limited grasp of English sounds and structure, and limited experience with American life. Many cultural, phonetic and speaking cues which are readily apparent to the native speaker must be developed for ESL students."

A few newspapers have written separate newspaper curricula for teaching English in adult education ESL classes.

Here's what some newspapers are doing:

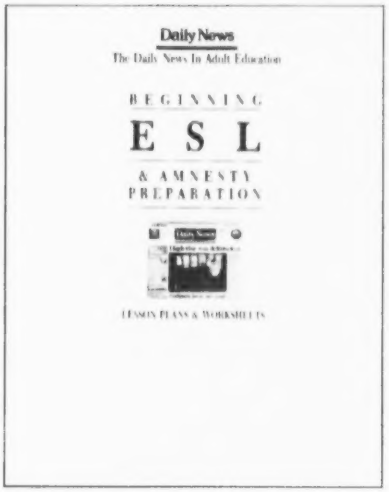
- "ESL and The Houston Chronicle" is a complete curriculum for lecturing, listening, reading, speaking and writing in English to speakers of other languages. It requires no special materials other than the local newspaper.

- The editorial staff of the Times-Herald Record in Middletown, N.Y., conducts mini-writing workshops in ESL classrooms. GED and ESL students are encouraged to participate in annual opinion writing contests and winners are published in a special supplement.

- The Los Angeles Herald Examiner has run special classes to provide literacy skills to its limited English-speaking employees. The curriculum includes discussions and writings based on photographs depicting employees using actual materials at the worksite.

- Editor William Ketter of The Patriot Ledger, Quincy, Mass., found that his community had experienced an influx of 10,000 Asian immigrants within a short time period. "They offer a tremendous opportunity to the community...and a community-based newspaper is ideally suited to help advance the cultural language and civic literacy of the newcomers so they become fully franchised citizens," says Ketter. The newspaper worked with Urbanistics Human Services Foundation to open a class for non-native English speakers called, "New American: Learning English, Becoming American." The class prepares students for the citizenship exam while learning English.

- The Miami Herald publishes in Spanish a separate newspaper, El Nuevo Herald, to appeal to its large and



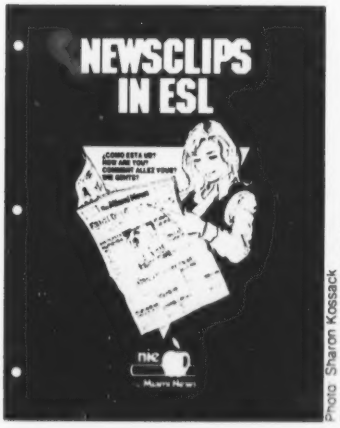
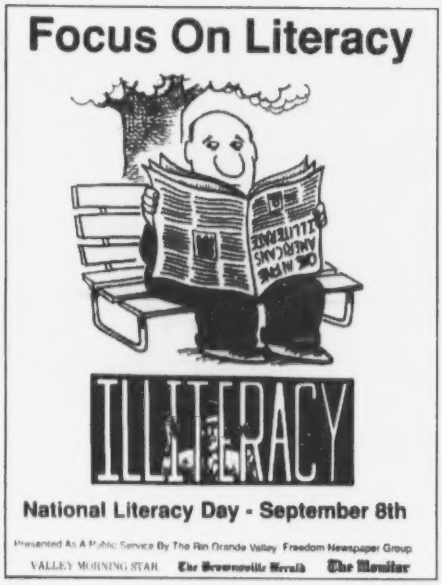


Photo: Sharon Kossack
Florida International University

increasing Spanish speaking community. Designed to attract readers where Spanish is spoken in the home, El Nuevo Herald is provided at no extra cost along with a subscription to The Miami Herald. El Nuevo Herald has a separate news staff that writes specifically for the Hispanic readers in the Miami area.

• The Austin American-Statesman has produced a bilingual adult literacy handbook called "Roads to Literacy/ Caminos Hacia la Alfabetizacion." It contains listings in both English and Spanish of county literacy projects primarily serving adult beginning readers with individual tutoring. An alphabetical listing of instructional agencies follows, with services ranging from individual tutoring, to classes, to computer-assisted instruction. The last section includes information and community contacts for special literacy services.

• Los Angeles Daily News has developed a program for ESL and Amnesty Preparation that uses the newspaper as curriculum. It is designed for all levels, from beginners who learn through photographs and letter recognition to advanced students who are taught how to read and write a letter to the editor. Each section contains three levels of difficulty, so teachers may choose which tasks are most appropriate.


Focus On Literacy
ILLITERACY
National Literacy Day - September 8th
Presented As A Public Service By The Rio Grande Valley Freedom Newspaper Group
VALLEY MORNING STAR
The Brownsville Herald
The Monitor

National Newspaper Literacy Day, September 8

September 8 is the newspaper industry's special day to focus attention on illiteracy. National Newspaper Literacy Day coincides with the International Reading Association's celebration of reading. This is the newspaper industry's opportunity to support the efforts of thousands of teachers to find solutions to illiteracy.

Hundreds of newspapers sponsor special events on September 8. Newspapers are encouraged to contact local club members of the General Federation of Women's Clubs for volunteer assistance. The GFWC has committed its 400,000 member organization to working jointly with local newspapers across the country in sponsoring activities on National Newspaper Literacy Day.

ANPA Foundation has identified two major areas that it considers essential for a successful campaign.

Public Awareness Activities

Among the many literacy activities, ANPA Foundation suggests three specific public awareness literacy projects for September 8. These not only focus on literacy but alert the public to the specific role the newspaper can play in alleviating illiteracy.

• Readathons

Readathons take place in public gathering places, such as shopping malls. Public officials, adult students and school children are among those who read their favorite books, poems and newspapers to the public. Corporations often sponsor employees, if not the chief executive officer, for a fee to be donated to local literacy classes.

• Newspaper Open House for Literacy Class Registration

Some newspapers open their doors on September 8 to the public for adult education enrollment. Local literacy groups often will staff registration tables and discuss available programs. A tour of the newspaper can be offered. ANPA Foundation has available a camera-ready ad for use in promoting the event in the weeks preceding September 8, as well as promotional posters and T-shirts.

• Newspaper Reading Lesson

The newspaper itself is valuable as curriculum in adult literacy classes. A newspaper reading lesson that can be used by a reader with a non-reader can be printed in the newspaper on September 8. Several curricula are available from which to choose such a newspaper lesson:

— "The Newspaper: Your Key to Better Living" (ANPA Foundation)

— "Read Today" (West Virginia Press Association)

— "You Can Read; 10 Steps to Help You or Another Adult Learn to Read" (The Charlotte Observer).

•Kenan Trust Family Literacy Project

CRANKSHAFT
By Tom Batiuk and Chuck Ayers
WHY ARE YOU GOING TO TEACH ILLITERATE ADULTS HOW TO READ ANYWAY?
WHY?
WELL, FOR ONE THING, ILLITERATE ADULTS ALREADY KNOW HOW!
VERY FUNNY!

National Newspaper Literacy Day is an opportunity to establish rapport directly with local adult reading teachers. September 8 is their International Reading Association Day and teachers will welcome your support. Well in advance of September you might ask their suggestions for an in-newspaper lesson and provide copies for every adult education class held that week.

Editorial/News Copy

With the growing concern for the nation's homeless, drug addicts and head start children, newspapers might consider covering current educational programs in:

— Homeless shelters

— Drug rehabilitation centers

— Day care centers, for non-reading mothers of preschoolers.

Reading instruction is taking place in very few of these, yet spokespersons point to a high degree of illiteracy behind those doors.

For example, the St. Paul Pioneer Press & Dispatch in 1988 began a "Literacy for the Homeless" project, a joint program with the St. Paul Literacy Project of the Minnesota Literacy Council and the St. Paul Adult Education Program, financed by a $28,000 grant from the Knight Foundation.

Two cartoon projects involve National Literacy Day:

• A comic strip called "Penguin and Pencilquin" has been offered free to all newspapers for the month of September — National Literacy Month. The strip was contributed by Leigh Rubin and Phil Yeh, founding members of Cartoonists Across America, a grassroots band of cartoonists that traveled to 37 North American cities promoting literacy, creativity and the positive benefits of humor.

• Tom Batiuk, creator of the Crankshaft cartoon, also designs special cartoons for newspapers to use on National Newspaper Literacy Day. In 1988, "Crankshaft" donated two weeks of cartoons to newspaper topics. Readers followed Ed Crankshaft (the cranky school bus driver) as he admitted his illiteracy to a friend and began his road to literacy recovery. Tom says his intention was to provide a starting point for a learning series to present the issues and implications of illiteracy. The strip also lets adults know that they can learn to read regardless of age.

Newspaper Organizations

American Newspaper Publishers Association Foundation
Box 17407 Dulles Airport
Washington, D.C. 20041
Carolyn Ebel Chandler, Manager Literacy Programs
(703) 648-1251

ANPA Foundation offers a wealth of resources to newspapers, including on-site workshops and presentations, an annual newspaper Adult Literacy Conference, a "PRESS TO READ" newsletter, a handbook for starting newspaper literacy projects, a slide-video presentation and a "Showcase of Newspaper Literacy Projects" that describes the efforts of 130 newspapers.

American Society of Newspaper Editors (ASNE)
P.O. Box 17004
Washington, D.C. 20041
Lee Stinnett, Executive Director
(703) 648-1144

ASNE has formed a literacy committee made up of 15 concerned newspaper editors who have produced a literacy packet to be sent to all ASNE members. The committee also is forming a literacy speakers bureau. Its long-range goal is to increase awareness among newspaper editors of illiteracy and literacy.

International Circulation Managers Association (ICMA)
The Newspaper Center
11600 Sunrise Valley Drive
Reston, Va. 22091
Joseph Forsee, General Manager
(703) 620-9555

ICMA is encouraging circulation managers to make newspapers available to adult literacy classes and to develop procedures designed to seek out illiterate youths and adults and subsequently train them to become outstanding carriers and newspaper distributor entrepreneurs.

International Newspaper Advertising and Marketing Executives (INAME) Foundation
The Newspaper Center
11600 Sunrise Valley Drive
Reston, Va. 22091
Susan Schoebel, Director
(703) 648-1168

INAME Foundation has published a book of 25 literacy ads designed to raise awareness on literacy issues and to motivate the reading public to encourage non-readers to enroll in local instructional programs. The ads, which can be adapted for local use, were produced by university students for the American Academy of Advertising INAME Newspaper Advertising Competition. INAME has provided over 500 complimentary copies to newspapers, colleges, literacy groups, libraries, civic groups and adult education programs.

Southern Newspaper Publishers Association (SNPA)
P.O. Box 28875
Atlanta, Ga. 30358
Mary Anne Gentile, Literacy Director
(404) 256-0444

SNPA in 1989 employed a full-time literacy director to assist newspapers in 14 southern states in their efforts to develop and expand literacy programs.

National Support Organizations

Business Council for Effective Literacy
1221 Avenue of the Americas, 35th Floor
New York, N.Y. 10020
Gail Spangenberg, Vice President
(212) 512-2415

The council disseminates information, publishes a newsletter, sponsors meetings and seminars and provides professional advice and technical assistance aimed at increasing corporate awareness and involvement in adult literacy.

Contact Literacy Center
P.O. Box 81826
Lincoln, Neb. 68501-1826
Gary Hill, President
(800) 228-8813

This is the national literacy hotline to provide referral services for both students and volunteers, as well as a listing of local instructional programs.

Project Literacy U.S. (PLUS)
ABC Office of Communications
77 West 66th Street, 18th Floor
New York, N.Y. 10023
John E. Harr, Vice President
(212) 456-7125

ABC and PBS have joined to provide national coverage of the illiteracy problem in news and information programs. The two networks also work with national organizations and local groups to develop community literacy task forces.

Instructional Organizations

American Association for Adult and Continuing Education
1112 16th Street, N.W., Suite 420
Washington, D.C. 20036
Judy Koloski, Executive Director
(202) 463-6333

This is a professional association with 7,000 members involved in public school adult and continuing education. The association provides information about illiteracy and administers educational programs.

International Reading Association
P.O. Box 8139, 800 Barksdale Rd.
Newark, Del. 19714
Ronald Mitchell, Executive Director
(302) 731-1600

The association is a professional organization of psychologists, researchers and classroom reading teachers. IRA sponsors conferences and publishes four journals, monographs, brochures and other information.

Laubach Literacy Action
P.O. Box 131
1320 Jamesville Avenue
Syracuse, N.Y. 13210
Peter Waite, Executive Director
(315) 422-9121

Laubach is a volunteer organization, with 50,000 tutors in 600 communities. The organization disseminates literacy information and publishes a quarterly report.

Literacy Volunteers of America
5795 Widewaters Prkwy.
Syracuse, N.Y. 13214
Jinx Crouch, President
(315) 445-8000

LVA works at the national, state and local levels to set up independent local programs and train volunteer tutors. The organization develops and publishes tutor manuals and other related materials. A slide show, "Together We'll Open the Door," is available.

Literacy Resource Materials

"Literacy: Profiles of America's Young Adults". The National Assessment of Educational Progress (NAEP). Educational Testing Service, Rosedale Road, Princeton, N.J. 08541. (800)223-0267, $14. Also available; "The Subtle Danger: Reflections on the Literacy Abilities of America's Young Adults", $8; "Learning to be Literate in America", $4.50.

"Jump Start: The Federal Role in Adult Literacy". Prepared by the Southport Institute for Policy Analysis, this report summarizes the findings of a comprehensive study of the adult literacy field and federal policy relating to it, with specific recommendations for action in both the public and private sectors. Project on Adult Literacy, Suite 415, 440 First Street NW, Washington, D.C. 20001, single copy is free, $3.00 each in bulk.

"Newspaper Literacy Efforts". A literacy slide/video show to assist newspapers in launching literacy projects. ANPA Foundation, Box 17407 Dulles Airport, Washington, D.C. 20041, $50 slide show; $40 half-inch video.

"Opening Doors to a Wider World: A Testament from El Paso". An El Paso Herald-Post handbook describing successes as well as problems encountered in starting an extensive newspaper literacy project. American Society of Newspaper Editors, The Newspaper Center, P.O. Box 17004 Dulles Airport, Washington, D.C. 20041, $2.35.

"Showcase of Newspaper Adult Literacy Projects". A descriptive listing by state of more than 130 newspaper literacy efforts nationwide. ANPA Foundation, Box 17407 Dulles Airport, Washington, D.C. 20041, no charge.

"Where Stands the Republic? A Warning and a Challenge to the Nation's Press". Jonathan Kozol, author. Cox Newspapers, Director of Communications, P.O. Box 105357, Atlanta, Ga. 30348, no charge.

"Workforce 2000: Work and Working for the 21st Century". Hudson Institute, Herman Kahn Center, 5395 Emerson Way, P.O. Box 26-919, Indianapolis, Ind. 46226, $10.

"Broken Words: Why Five Million Canadians are Illiterate". This publication, commissioned by Southam, Inc., describes findings of a national literacy survey of 2,398 Canadian adults and provides statistics about the state of literacy in Canada. Southam Communications Limited, 1450 Don Mills Road, Don Mills, Ontario N3B 2X7, Canada, $3.

"The Bottom Line: Basic Skills in the Workplace". A joint effort of the U.S. Department of Labor and the U.S. Department of Education, this publication uses the statistics of The Hudson Institute's WORKFORCE 2000 report to focus on the pool of workers for the U.S. job market. U.S. Department of Labor, Employment and Training Administration, 200 Constitution Avenue, NW, Washington, D.C. 20210.

" If Every Person Could Read". This 12-minute literacy video produced by the Los Angeles Times relates the experiences of several adults, including newspaper employees, as they progress through adult literacy classes. Barbara Neder, Reading Lab, Los Angeles Times, Times Mirror Square, Los Angeles , Calif. 90053; (213) 237-4738, no charge.

"Workplace Literacy: The Complete Resource Guide". This 900-page guide, published by the Bureau of National Affairs, includes such diverse topics as laws and regulation; congressional reports; litigation; employer programs; policy and position papers (including ANPA Foundation's literacy handbook) and surveys, studies and reports. Bureau of National Affairs Inc., Circulation Department, P.O. Box 40947, Washington, D.C. 20077-4928; (800) 372-1033, $95.

TV and radio literacy spots featuring Johnny Cash and Randy Travis. Five taped spots suitable for radio or television to promote local literacy hotlines were developed by the American Society of Newspaper Editors and the American Newspaper Publishers Association Foundation. Tapes may be ordered for $25 for half-inch tapes, $50 for three-quarter inch tapes and $61.50 for two-inch tapes from Bill Hudson and Associates, 2135 Blakemore Avenue, Nashville, Tenn. 37212, (615) 212-2400.

Literacy Funding by Major National Newspaper Organizations

Chicago Tribune Charities

In 1988, the Chicago Tribune Charities awarded 48 grants totaling $325,245. Funding was given to programs that supported adult literacy in the workplace, job training and placement, computer literacy and English as a second language. Among targeted populations were children, high school dropouts and ex-offenders.

Gannett Foundation

Since 1985, the Gannett Foundation has awarded more than $6 million in grants to local, state and national adult literacy projects. Local grants go to communities served by properties of Gannett Co. Inc. In cooperation with USA TODAY, grants also have been awarded to state-level literacy organizations.

The Knight Foundation

In 1986, Knight Foundation associates were urged to identify literacy programs in their cities and encourage promising organizations to apply for funding. Since then, the foundation has made 27 grants totaling $817,500; funding for individual projects has ranged from $2,000 to $100,000.

The Scripps Howard Foundation

The Scripps Howard Foundation established the Charles E. Scripps Award to recognize outstanding literacy programs. A cash award of $2,500 is given to the newspaper and/or broadcast station that best promotes literacy in its community. In addition, the foundation donates a $5,000 special grant to a literacy project or program in the community served by an award winner. From 1986 through March 1989, more than $337,000 was given to literacy programs in Scripps Howard communities.

Put your literacy efforts in context with current trends, techniques and developments in the newspaper business.
Read **presstime**®*, the journal of the American Newspaper Publishers Association every month.*

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